

C O N F I D E N T I A L

TO: Dr. H. Wakeham DATE: March 19, 1971
FROM: Myron Johnston
SUBJECT: Weighted Average Tar and Nicotine Deliveries -
 Fourth Quarter, 1970

Weighted average tar deliveries* of all cigarettes and of all filter cigarettes dropped sharply in the fourth quarter of 1970, following two quarters of relatively small changes, and are now at all-time lows. The declines are attributable chiefly to lowered delivery levels of most major non-menthol filter brands. Weighted average nicotine deliveries also declined and are now close to their all-time lows.

/j1h

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*The average derived by weighting the deliveries of each brand, as shown in the C.I. Report, by the estimated sales of that brand, for the appropriate quarter, from the Maxwell report.

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